

From: aaron@urbanplaceconsulting.com
Subject: RE: Fw: Ram/Seattle Game Day Metro Ridership News Release
Date: September 19, 2016 at 4:54 PM
To: [REDACTED]



That's pretty amazing. I hope it keeps up!

Aaron

----- Original Message -----

Subject: Fw: Ram/Seattle Game Day Metro Ridership News Release
From: [REDACTED]
Date: Mon, September 19, 2016 4:18 pm
To: [REDACTED], Aaron
Aulenta <aaron@urbanplaceconsulting.com>

This is good news - 26% of folks who attended yesterday's Rams game took metro.

[REDACTED]
Executive Director
USC Local Government Relations
[REDACTED]

From: News Media Contacts <newsmediacontacts@metro.net>
Sent: Monday, September 19, 2016 4:01 PM
To: Jager, Rick
Subject: Ram/Seattle Game Day Metro Ridership News Release

[News_Header]

Sept. 19, 2016
Rick Jager/Joni Goheen
Metro Media Relations
213.922.2707/213.922.6931
metro.net/press/pressroom
mediarelations@metro.net
FOR IMMEDIATE RELEASE

"Go Metro" a Big Hit with LA Rams Fans on Home Opener at
the Los Angeles Memorial Coliseum on Game Day

Los Angeles Rams fans are taking advantage of the Metro Rail and Bus system to travel to the Los Angeles Memorial Coliseum on game day as more than 21,000 fans used the Expo Line and the Metro Silver Line to see the Rams defeat the Seahawks on Sunday.

Due to limited parking at and near the Coliseum, the Metro Expo Line is a great connection to the venue via Expo Park/USC, Expo/Vermont and Jefferson/USC stations.

Attendance for Sunday's Rams game against Seattle was estimated at over 80,000 people with 26 percent of those attending using Metro.

"These numbers speak volumes in terms of the fans relying on Metro to get them to the game and this shows that the growth of the system will attract new riders wanting to avoid traffic and parking hassles," said Metro CEO Phillip A. Washington.

To make travel more convenient for fans, Metro added service to the Expo Line on game days to run every six minutes instead of every 12 minutes. The additional service is offered two hours before and after the game.

The public is encouraged to purchase a \$3.50 round-trip fare at the beginning of trips to avoid lines when the games are over. Each person must have a valid TAP card and remember to tap before each boarding

.

The Metro Expo Line can be easily accessed via the Metro Rail system with connections at 7th Street/Metro Center in downtown Los Angeles to the Metro Red/Purple lines and at Pico Station to the Metro Blue line. Fans using the Metro Gold Line can transfer at Union Station to the Metro Red/Purple Lines for a connection to the Expo Line. Enhanced service is also provided on the Red/Purple and Gold lines during game days.

Parking is available at the North Hollywood Red Line Station and the Universal City/Studio City Red Line Station in the San Fernando Valley, as well as many Gold Line stations, including APU/Citrus College, Azusa Downtown, Irwindale, Duarte/City of Hope, Monrovia, Arcadia and Sierra Madre Villa in eastern Pasadena, Fillmore in Pasadena, Heritage Square and Lincoln/Cypress in Lincoln Heights, Indiana in Boyle Heights and Atlantic in East Los Angeles. Additional parking is also available at several station locations along the Expo Line, including La Cienega/Jefferson, Culver City, Expo/Seoulveda, Expo/Bundv, 26th Street/Bergamot and 17th Street/SMC. On the

Metro Green Line, ample parking is available at nearly all stations between Norwalk and Redondo Beach.

Those fans coming from the San Gabriel Valley or the South Bay area can also use the Metro Silver Line, with parking available at either Harbor Gateway Transit Center or El Monte Bus Station. Customers can exit at 37th Street/USC station along the I-110 ExpressLanes and walk a few blocks to the Coliseum via Flower Street. Roundtrip fare on the Silver Line is just \$5 and each person must have a valid TAP card to ride the Silver Line. TAP card vending machines are available at both the Harbor Gateway Transit Center and El Monte Bus Station.

For a safer environment and speedier entry, there is a new Coliseum clear bag policy this year. Fans are advised not to bring bags unless it's a clear plastic see-through bag. Prohibited are all backpacks, purses, fanny packs, camera cases, binocular cases, etc. More details are at www.nfl.com/allclear.

With the opening of the Gold Line extension to Azusa and the Expo Line Extension to Santa Monica earlier this year, Metro now operates 105 miles of Metro Rail throughout Los Angeles County and fans are urged to use both Metro trains and buses to the Coliseum. For specific routes and schedule information visit www.metro.net <https://urldefense.proofpoint.com/v2/url?u=http-3A__www.metro.net&d=DQMF-g&c=cIK7kQUTWtAVEOVIgvi0NU5BOUHhpN0H8p7CSfnc_gI&r=8u3R-WaE6j8CfR5iu28QWA&m=ni6DV75SGUx0cWWBTqK057zDSmy58j6s-hp4VwwS-YA&s=CI7MJsvxWiK9df89zFpItBbUFbP0CO6eyMpHjUxu_So&e=>>.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation's transportation agencies. Created in 1993, Metro is a multimodal transportation agency that transports about 1.4 million passengers daily on a fleet of 2,200 clean air buses and six rail lines. The agency also oversees bus, rail, highway and other mobility-related building projects and leads transportation planning and programming for Los Angeles County. Through its oversight of one of the largest public works programs in America, Metro is changing the urban landscape of one of the country's largest, most populous counties.

Stay informed by following Metro on The Source and El Pasajero at metro.net <https://urldefense.proofpoint.com/v2/url?u=http-3A__www.metro.net&d=DQMF-g&c=cIK7kQUTWtAVEOVIgvi0NU5BOUHhpN0H8p7CSfnc_gI&r=8u3R-WaE6j8CfR5iu28QWA&m=ni6DV75SGUx0cWWBTqK057zDSmy58j6s-hp4VwwS-YA&s=CI7MJsvxWiK9df89zFpItBbUFbP0CO6eyMpHjUxu_So&e=>>.

[WaE6j8CfR5iu28QWA&m=ni6DV75SGUx0cWWBTqK057zDSmy58j6s-hp4VwwS-
YA&s=Cl7MJsvxWiK9df89zFpItBbUFbP0CO6eyMpHjUxu_So&e=>](https://www.facebook.com/losangelesmetro),
[facebook.com/losangelesmetro](https://www.facebook.com/losangelesmetro), twitter.com/metrolosangeles and
twitter.com/metroLAalerts and [instagram.com/metrolosangeles](https://www.instagram.com/metrolosangeles).

###

Metro-181 (General)